

They had to be very special cameras before the makers of the famed C-3 would put their name on them.



Remember the world renowned Argus C-3? When you establish your reputation in 35mm photography with a winner like the C-3, you guard your name jealously. You also search long and hard to find a worthy successor.

Well wait no more! Argus proudly introduces the exciting new Argus/Cosina STL 1000's. Developed in conjunction with Cosina, one of the world's leading manufacturers of fine optics,

Argus now offers you a series of 35mm thru-the-lens metering SLR models with the latest in automatic features, the finest in traditional craftsmanship, and greater value for your dollar.

Here are just a few of their features: Thru-the-lens CdS meter system with an ASA range 25 to 1600 . . . metal Copal "S" focal plane shutter with speeds to 1/1000th second . . . pentaprism bright viewfinder with fresnel lens and micro prism spot . . . fully interchangeable lens system utilizing Pentax type mount . . . self timer . . . extra rapid film advance . . . there's even an indicator to tell you when your camera is loaded. The Argus/Cosina STL 1000 with f/2.8 lens is less than \$180 . . . with f/1.8, less than \$200 . . . with f/1.4, less than \$240.

Here is truly a new generation of excellence. For the name of your nearest Argus/Cosina authorized dealer, write to Dept. MO-10.

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West Columbia, South Carolina 29169

In Canada: Argus Cameras of Canada Ltd., Newmarket, Ontario